The CAROLINA FARMER

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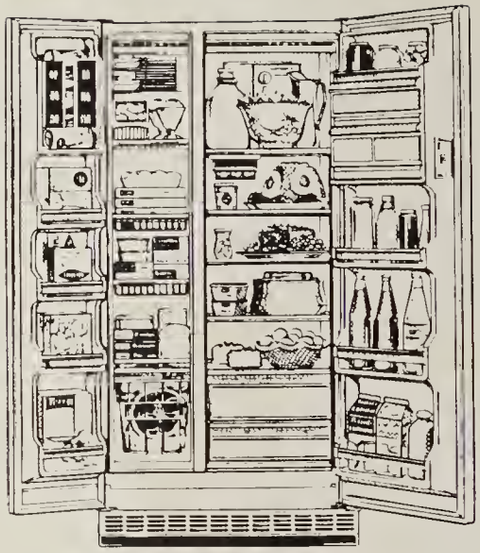

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only 32″ wide.

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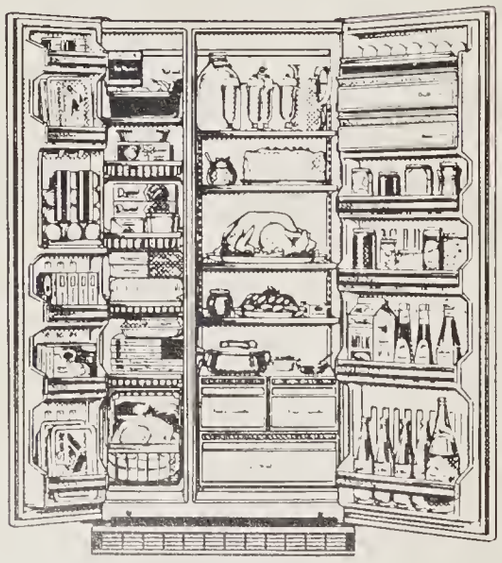

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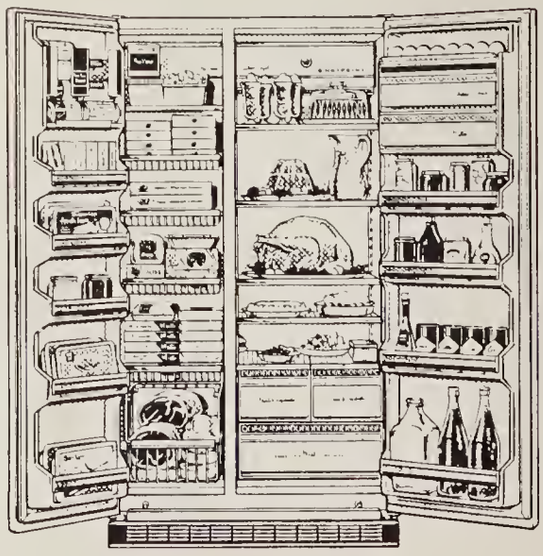

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less than 36″ wide.**

This model offers the same features as the model above. The 314.6 pound freezer never needs defrosting. Keeps the contents free from frost, too.

Hotpoint
GENERAL ELECTRIC COMPANY
Louisville, Kentucky 40225

. . . first with the features women want most.

The CAROLINA FARMER

Vol. 23, No. 8, August, 1968

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Official Publication
Tarheel Electric
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Executive Manager

COVER—Marine recannaissance men practice jumps from a Marine helicapter at New River ta maintain their cambat effectiveness. The seven majar military installatians in Narth Caralina are as big a factar in the state's ecanamy as they are in the natian's defense. The authar af an article in this issue describes them and related aperatians as the state's largest single industry.

This month . . .

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THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION INC SECOND CLASS POSTAGE PAID AT MEMPHIS TENN 38118. EDITORIAL OFFICES, SUITE 911 BRANCH BANK BUILDING RALEIGH N C 27602. POSTMASTER SEND FORM 3579 TO BOX 1699, RALEIGH N C 27602. SUBSCRIPTION PRICE 66 CENTS PER YEAR PUBLISHED MONTHLY AT 3781 LAMAR AVE MEMPHIS TENN 38118. CONTENTS COPYRIGHTED 1968 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION INC

Trade Is a Two-Way Street

These are times when many of us would close the door against the world. Disturbed by and at times resentful of the anti-American attitudes in countries like France, which so long have been our friends, and in countries where we so long have tried to make friends, we find ourselves wondering if isolationism might not be best for America after all.

Fortunately for America, isolation is not our mood. The pervasive illusion of security it holds does not prevail against the realities of the world today. We cannot retreat from the world; we are too much a part of it, and we cannot retreat from our responsibilities in the family of nations.

Certainly, we in North Carolina cannot let barriers be built. If only the agricultural products we sell abroad were considered, if only the North Carolina tobacco which goes to foreign markets were at stake, our interest in international relations and international trade compels us to be concerned with both.

American exports on unmanufactured tobacco—four-fifths of it flue-cured—set a new record last year. So also did exports of manufactured tobacco products. Together, they added up to $636 million, more than the exports of some of our oldest and most successful machinery industries or our new and successful computer industry.

Rural people sometimes are regarded as the most susceptible to the attractions of isolationism. If we consider where our interests lie, we must learn to live in the world. We must be advocates of the open market and opponents of restrictive tariffs and free-trade barriers.

Trade is a two-way street. To market our products abroad, we've got to accept products from abroad. If we are to sell, we've got to buy.

As the late Sam Rayburn once said:

"The only truly self-contained communities in the world are the cemeteries."

Jim Chaney

Librarian Marian Leith selects a "talking book" for a handicapped reader.

The Blind Can "Read"

Ben S. Eason has been blind for over 30 years . . . yet he "reads" 40 to 50 books a year, in addition to several magazines.

Ben Eason, who lives at 118 Woodburn Rd. in Raleigh, is one of the more than 2400 blind or handicapped people in North Carolina whose life has been enriched by "Talking Books."

"Talking Books" are books and magazines which have been recorded on unbreakable microgroove records by professionals such as actors and radio announcers. Provided by the Library of Congress, these books are made available through the Pratt-Smott Act, which in 1931 authorized the federal government to coordinate and expand library service for the blind on a national and regional basis.

In 1966, the original Act was amended to include anyone who is unable to hold or read conventional printed material, for physical reasons.

Serving the two Carolinas with this service is the North Carolina-South Carolina Regional Library for the Blind, located at 1124 Hillsborough Street in Raleigh.

"We are anxious to serve all the people who are eligible for our service," says Mrs. Marian Leith, librarian for the Regional Library. "We are especially anxious to reach the physically handicapped to let them know of our service now that they are eligible to receive books," she adds.

The Raleigh library offers approximately 2800 book titles, in addition to 20 magazines. There are multiple copies of each title, depending on the demand for a particular book or magazine.

"We have all types of books," says Mrs. Leith. "In fact, our selection is the same as any other public library. We have classics, westerns, poetry, sports, religion, detective stories, and so on."

The magazine selection includes such titles as *American Heritage, Harpers, Good Housekeeping, Look, Newsweek,* and *Sports Illustrated.*

Most of the Talking Books are recorded on 16-2/3 r.p.m. records; however, a new 8-1/3 r.p.m. record will eventually replace the older, faster records. Talking Books may be checked out for as long a period as the individual reader likes.

Blind applicants should file an eye report and application with the Commission for the Blind. The physically handicapped should have a professional person write the Regional Library for the Blind in Raleigh, explaining why the applicant cannot read.

Since the Library did not serve the handicapped before 1966, there are relatively few patrons taking advantage of the Talking Books.

"I am afraid that many handicapped people do not know that they are eligible for this service," says Mrs. Leith. "Of the 2400 readers in N.C., only 106 are physically handicapped. The rest are blind."

Eligible applicants receive recording machines free. The machines are easy to use, and the records have labels printed in braille on one side.

Established in 1958, the N.C.-S.C. Regional Library is actually the Special Services Division of the North Carolina State Library. It serves primarily as a distributing agency, with all services being free.

Mrs. Leith is concerned about the advertising of a recently organized Record Book of the Month Club. She explains: "They are advertising that Talking Books are not available anywhere else. They charge $8 to $10 for their books. I'm afraid that people will become confused."

What does it mean to be able to "read" through Talking Books? "It means the same thing as it does to the public at large" answers Ben Eason, an insurance salesman. "It's a pleasure and an education."

Whether it be in the form of information, education, recreation, or plain old inspiration, Talking Books can make life more meaningful to the blind or the physically handicapped.

Ask Ben Eason. *Ed Brown, Jr.*

Blind since childhood, Ben S. Eason "reads" 40-50 books a year, plus magazines.

TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J.C. Brown Jr.

Slipping the Sur-Tax into the Public

Carolina Power and Light Company last month gave its customers a bitter pill to chew when it announced plans to force its customers to pay its share of the federal surtax. In passing the 10 per cent surtax, Congress asked all citizens to share the responsibility of heading off a disastrous inflationary spiral. To some, a cutback in federal spending and the tax will mean unemployment; to all citizens with a taxable income, the surtax will mean less money to take home. The result will be less consumer purchasing power, it is hoped, and a decline in the cost of living.

Most of us have no opportunity to transfer the personal effect of a reduction in income to somebody else. Carolina Power and Light does have the ability to do so, subject to approval of the N.C. Utilities Commission. If the Commission lets the company get away with it, the consequences will be the opposite of that sought. Instead of a reduction in price, the cost of a basic commodity will go up—by $4 million a year to the customers of this one company alone.

CP&L pleaded that it must have a 2.7 per cent increase in rates to maintain its profits. To the rural electric co-ops—19 of whom are wholesale customers of the company—the claim is suspect. The co-ops last year paid taxes amounting to 46 per cent of their net revenues. In proportion to their ability to pay, that's a burden that few corporations or individuals are required to sustain. The only way they could sustain it is by operating non-profit for the sole benefit of their users. Not a single co-op elected to raise rates, even though everyone of them could have justified it. The co-ops have faith in their state and communities, and feel that with fair administration of the territorial law in this state, their loads will grow and diminish the instant harsh impact of the tax burden. It was this belief that led them willingly to surrender their freedom from taxes for a 1965 law that would give them the ability to protect their territories.

CP&L proposed rate increase led the co-ops, through their statewide association, to petition the Utilities Commission to intervene in opposition. They also asked the Utilities Commission, the Attorney General, and the Federal Power Commission, to require the company to support its claim for a rate increase in a full-scale investigation of its rate-of-return.

Becky Rivers Named to National Rural Electric Assoc. Post

Rebekah Rivers, who joined Tarheel Electric Membership Association in 1950 shortly after this organization opened its doors, resigned effective July 15 to become Coordinator of Women's Activities and Meetings Coordinator for the National Rural Electric Cooperative Association, Washington. Becky made hundreds of friends throughout the membership and personnel of the rural electric co-ops, first as Assistant Editor of the Carolina Farmer, and later as Coordinator of Educational Development. In addition to her exceptional professional service, she served her state and community as a tireless volunteer in youth, church, social service, and political affairs. In her new job, she will work with this and other rural electric organizations.

We'll miss Becky's cheerful and competent presence, but we don't feel we're losing her service. We're just going to let our national organization pay her salary.

$1 Thousand a Day for 4,109 Years

One of the biggest industries in North Carolina doesn't produce a thing. Not a thing, that is, except men. Fighting men for the nation's defense, and spending which counts across the state in as many ways as there are facets in the state's economy.

By Jim Smith

If you took the combined annual payroll of the more than 200,000 military personnel and some 26,000 civilians employed on the seven major military installations in North Carolina, you could buy 132,560 new cars—or more than 13 billion eggs.

Or, if you preferred, you could take the annual military buying power and visit Las Vegas where you could spend 4,109 years and lose more than $1,000 a day.

On the other hand, if you wanted to consume the food eaten in a day at one military base in the state you would have to eat 6,300 lbs. of ham, 7,500 lbs. of turkey, 6,500 lbs. of beef, 6,000 lbs. of potatoes, 27,000 eggs, 2,225 loaves of bread, and drink 4,000 gallons of milk. And that's a beginner.

Thousands of gallons of milk, tons of farm products are used at bases.

The mission is the preparation of fighting men but the effect is broadly economic.

If that doesn't interest your diet, then consider wearing the weekly clothing budget the military of one base donns, you could outfit a family of six with a new wardrobe monthly for more than 900 years. Or, would you prefer to pay one base's electric bill of $110,000 a month?

Those who like to "live" on the phone should pay the monthly telephone bill of $3,000 or pay for the 276,000 gallons of gas used in a month.

Income for Farmers

For the farmers of North Carolina who often wonder where "the green went" after leaving their fields, one Air Force base buys more than $130,000 in produce, and well above $80,000 in eggs. Milk reaches a peak above $300,000 monthly.

The armed forces in North Carolina has almost tripled in strength in the past 15 years, and it is growing rapidly, bringing more professional skills to the state, more troops, dependents and civilian employees.

Today's total of some 216,000 military and 26,346 civilian employes on the bases does not include the many military dependents. That figure of more than 95,000 increases almost daily.

Nor does the figure of military within the state include those retired or associated with the military. Add another 65,000 to that total. And the figure of dependents does not include those of the North Carolina Army and Air National Guard, or the U.S. Army, Navy and Marine reserves. There too, you could add another 8,650.

Our Largest Industry

North Carolina's seven major installations, and its sister posts and stations maintained by the Navy and Coast Guard along the coastal waters and lighthouse towers, provides the state with the largest single industry. Though many people do not see the military daily, they are there, and there to stay as long as the world is in a turmoil of fighting to maintain peace.

Every state in our country has some active-duty military installation—but North Carolina, since it provides some of the finest training grounds in the world—ranks about 10th in total personnel stationed in any one state. It ranks

about the same with the number of civilians employed by the military.

But with the annual military and civilian employe payroll, and the buying power it possesses within the state, it is increasingly assisting North Carolina to grow as the finest state in the 50 states.

Profit for Everybody

Major industries are not alone in their profit-making from the military. The farmer, small business man, and every individual Tar Heel feels the profits of the military here.

Every post, station, camp, fort, facility, floating installation, and those above the waters along our coast, buys locally before having to leavy the state for construction, machinery or manpower. And every military installation is always on the lookout for skilled tradesmen and women.

With the state's vast and easily accessable countryside, the military is geographically settled on some 600,000 acres from the coast through the Piedmont to the mountains. These bases are located at their present sites because of the training each area provides.

Fort Bragg near Fayetteville provides the Army with jungle-warfare training—ideal paratrooper terrain for practice jumps —swamp and firing range facilities.

Practicing for Real

Marines at Camp Lejeune near Jacksonville are afforded their land, sea and air concept training grounds by the coastal shores, swamps, dense jungle and open areas for live-firing exercises to sharpen their senses in killing the enemy rather than being killed.

The two Air Force bases—Seymour Johnson and Pope—have space for tactical fighter operations using the world's fastest jets. Included in their aircraft inventory are trainer planes, and the huge C-141 Globemaster transport jets for carrying troops to any troubled spot in the world.

Coast Guard facilities at Elizabeth City—and sprinkled along the coast—are strategically located for immediate air-sea rescue operations for troubled travelers and sportsmen alike. In addition, the base repairs all Coast Guard aircraft on the east coast, providing aircraft for the always alert rescue service.

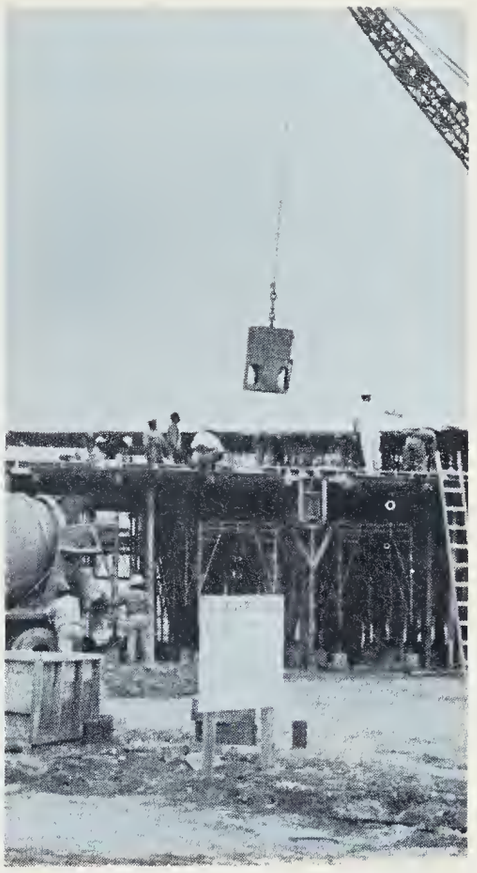
Marines at Cherry Point adjoining Havelock, with their fighter jet and transport aircraft, must have room to breathe and to prevent accidents in populated areas while training to maintain their motto of "first to fight."

An Unfolding Panorama

The Marine Air Facility at New River, across the swamps from Camp Lejeune, trains constantly in vertical envelopement with their newest and fastest helicopters, a swift reaction to enemy concentrations.

And North Carolina's National Guard and Army Reserve units are throughout the 100-county state, providing state and national protection and readiness.

The State's military provides a great potential for the growth of North Carolina in providing skilled personnel for men and women who leave the service. The task of providing trained military to safeguard our country is one which becomes magnified each day, and is a panorama unfolding in history.



Military canstructian adds dallars ta many Narth Caralinians' incame.

(Mr. Smith, o retired Marine combot veteron, is militory offoirs editor of The News ond Observer. His orticle wos written especiolly for The Corolino Former to show the effect of North Corolino militory instollotions on the stote's economy.)

Thausands af fighting men have gane ta the wars after training in Narth Caralina at Camp Lejeune and at Fart Bragg.

President Salutes Youth Tour Teens

North Carolina's members of the 1968 Rural Electric Youth Tour pose with their councilors on the White House lawn.

What the President said to the boys and girls who went to Washington on the 1968 Rural Electric Youth Tour was a salute and a challenge to all teenagers. And it should remind Americans of older generations that in the threat teenagers pose to the status quo today lies the greatest hope America has of becoming a better nation for all its people of all generations tomorrow.

President Johnson told members of the 1968 Rural Electric Youth Tour during their June visit to Washington that "you can't find a better talent" for leadership "than you young people from rural America."

Twenty-eight young North Carolinians were among the 900 boys and girls from 28 states to whom he spoke. He met them on the White House lawn, welcomed them to the nation's capital city, and urged them to get involved in public affairs and to work to lower the voting age so that 18-year-olds can take part in elections.

"If we are not to stand still," he said, "if we are not to be content with the status quo, if we are to dream dreams and make them come true, then you young people are going to have to get with it and stay with it and do something about it; call them as you see them and take an active part in making those dreams come true."

The North Carolina teenagers not only got to see the President, they also met their U.S. Representatives and Senators at a Congressional breakfast held in honor of the North Carolina Congressional delegation.

The President's message to the 1968 Youth Tour winners marked the fourth consecutive year that he has welcomed rural electric boys and girls to the White House.

The President reminded the boys and girls that they should prepare themselves to become the leaders of tomorrow.

" . . . You have a very strong, compelling obligation to your country," he said. "If we are going to survive as a free nation, if we are going to have the liberty, independence, and freedom that we want, if we are going to have the opportunity, the prosperity, the jobs, the housing and the beautification —all the things that we like and want—we are going to have to have, first, qualified leaders. You can't find better talent to work on than you young people who come from rural America."

Young people, the President said, not only have an obligation to their country—they also have an obligation to themselves. "That obligation," he said, "is to justify their being here. We pay taxes every month so that we can pay your teachers, in order that we can buy your books, in order that we can get you to and from school, in order that you can go to college.

"As you receive much, you also must give much. You have to ask yourself this morning, 'What am I

giving to my country?'

"I think you ought to give a part of your talent, your time and training. and learn how to be a public leader in a democracy. I think every person in this land ought to have some governmental responsibility sometime in his life . . .

"Young people have the energy. They have the vim, vigor, and vitality. They can if they will. The trouble is that some of you have just been too busy, interested in yourselves and looking after things at home, without asking yourselves what obligations you have to your fellow man, what obligations you have to your country."

The President said he believed that in coming on the Youth Tour the boys and girls had gained a better understanding of their government and democracy.

"I hope when you go back home," he told the attentive group of teens, "you will have a little more interest in government. When the election comes around—first of all, you ought to tell everybody you see that you think they ought to have a vote for 18-year-olds.

"I have a daughter (Mrs. Luci Nugent) over there in the house who is a young mother. She hasn't been able to vote yet. But she has been a better qualified voter for four or five years than I was when I first voted, because she learned more, she had better teachers, better training and better opportunities. The young people of today do, too. They are capable, and if they have the responsibility, they will prepare themselves to vote."

President Johnson urged the youths to learn more about political issues and candidates, to find out who is running for public office, for all the offices—Congress, Governor, and President—and to get active and do something about it.

"I expect every person here," he said, noting that he was not a candidate, "to do something about who lives in the White House next year.

"You say, 'Okay, what do you expect me to do?' I expect you to look at any and all who you think are qualified. Then use your head and your heart. Select that person who you think will best serve this wonderful land of ours, because we have so much to preserve and protect. There is so much good about it and you just hear about the bad things.

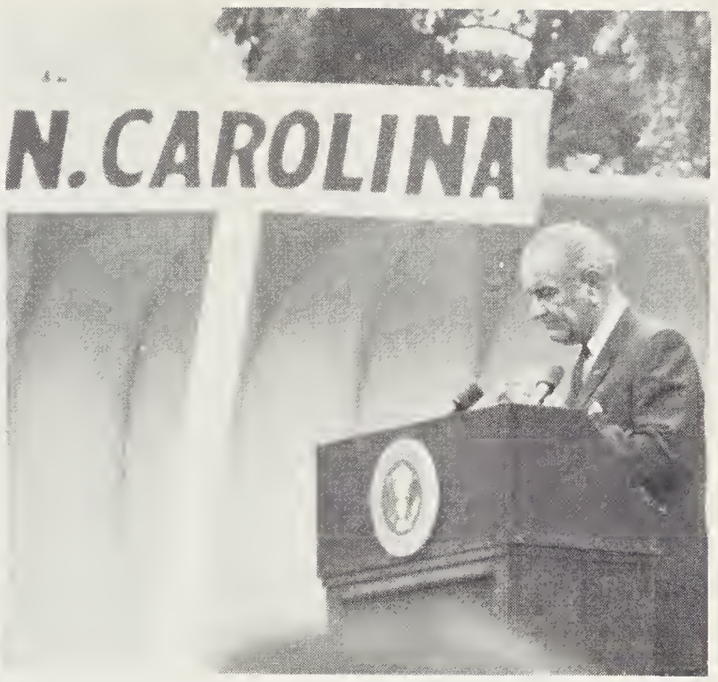
"I want you to do something about the bad things instead of just talking about the bad things . . . "

Several of the North Carolina teens shook hands with the President. It was a moment they would always remember.

The rising high school seniors, who won their place on the expense-paid trip through local selection contests or by outstanding achievement in school and community activities, spent five days in Washington.

In addition to the White House, they visited the Capitol Building, Arlington National Cemetery, Mount Vernon, monuments and museums and the headquarters of National Rural Electric Cooperative Association, and toured FBI offices.

North Carolina's representatives on the Youth Tour were sponsored by 12 electric membership corporations. Participating EMCs and their representatives included:



"Ask yourself," he said, "What am I giving to my country?"

Blue Ridge EMC, Lenoir—John R. Dixon of Rt. 2, Crumpler; Travis Ford of Rt. 8, Lenoir; James P. Kelly Jr. of Sparta; Martha Kilby of North Wilkesboro, and Emma Jane Young of Boone.

Carteret-Craven EMC, Morehead City—Talitha Ann Bell of Havelock, and Ilene Harris of Rt. 1, Havelock.

Davidson EMC, Lexington—Toni Purdy of Rt. 1, Stoneville, and Charles Hunt of Rt. 1, Denton.

Davie EMC, Mocksville—Sandra Church of Rt. 2, Roaring River, and Roy Pence Jr. of Rt. 2, Cleveland.

Four County EMC, Burgaw—Kathy Inscoe of Rt. 1, Elizabethtown; Betty Marshall of Rt. 1, Currie, and James Lee Murphy of Rt. 1, Magnolia.

Halifax EMC, Enfield—Amy Pittman of Scotland Neck, and Gary Bunting of Scotland Neck.

Pee Dee EMC, Wadesboro—Leslie T. Perry of Rt. 1, Candor.

Randolph EMC, Asheboro—Clara Yow of Rt. 5, Asheboro; Judith Ann Adams of Farmer Rural Station, Asheboro, and Rachel Carol Garner of Seagrove.

Roanoke EMC, Rich Square—Rhonda V. Knight of Rt. 1, Gates, and Patricia Anne Haughton of Rt. 1, Colerain.

Tri-County EMC, Goldsboro—Marvin A. Hines of Rt. 1, LaGrange; Laveta Hinson of Rt. 4, Mount Olive, and Brenda Jean Pridgen of Rt. 2, Mount Olive.

Wake EMC, Wake Forest—James B. Henderson of Rt. 5, Oxford, and Jackie Phillips of Rt. 2, Selma.

Woodstock EMC, Pantego—Julia Dale Everett of Rt. 1, Pinetown.

All in all, the North Carolina boys and girls came to understand their government better—and had a good time as well.

As the President told them: "Education is the guardian genius of democracy."

Ed Brown, Jr.

Electric Car, Where Have You Been?

Imagine a car as trouble-free, as quiet and as cheap to operate as an electric refrigerator or the electric motor on your work bench. Electric cars were the thing before the gasoline engine was perfected, and it could be that we'll have them again. You wouldn't have to buy gas or motor oil or anti-freeze, you'd just plug it in, charge the batteries and drive.

Los Angeles Mayor Sam Yorty with a Mars II electric car now in use in his city.

If you're the kind of person who enjoys a good fight on the side of the underdog, you might want to join the struggle for a practical electric car.

But don't expect fast or easy success. The skeptics and outright opponents far outnumber the small band of inventors, manufacturers, and electric officials who see a bright future for a car powered by batteries.

Even proponents of the electric car shy away from any suggestion that it will replace the internal combustion engine, and the reasons are pretty obvious. The gasoline car is not simply a means of transportation, it is a way of life. The material prosperity of the nation heavily depends on car manufacturing and the industries related to it, principally steel, oil and chemicals. Each year millions of dollars are spent in advertising to make sure things stay the way they are.

Until very recently, almost nobody criticized the automobile. Then along came air pollution and Ralph Nader, and people began to realize that we might be slowly poisoned by the air we breathe—contaminated in large part by the waste products of roughly 100 million gasoline and diesel-powered vehicles—if we weren't among the 50,000 Americans killed more quickly each year in automobile accidents.

Without those realizations, the electric car would still be where it was in the 1930's—in the ash-heap of history.

During the first two decades of the 20th Century, the electric car was far more prevalent than its gasoline-powered cousin. It was quiet, it was reliable, and it didn't scare horses.

In the words of one matronly lady in New York City, "My electric is a friend of which I stand in constant need for little morning spins in the park, for calling, for shopping, for matinees, for dinner and theatres. It never fails me."

But then, as now, the electric car had some technical defects that the internal combustion engine would overcome. You couldn't go more than about 20 miles without needing to have the batteries recharged, the weight load was limited, and you slowed down drastically going uphill. A bad omen occurred in 1916, when one manufacturer introduced the Wood Dual Power, with both an internal combustion engine and a battery-powered electric motor.

By the 1920s, thanks chiefly to Henry Ford's cheap and reliable cars and the continuing discovery of oil deposits, the electric car was on the defensive. By the following decade, electric cars were built only to meet special orders.

It took another quarter century for interest to revive in the electric car, a 25-year period during which more and more Americans became concerned about pollution in the air. Much of that pollution was obvious. It could be seen coming from industrial smokestacks, from municipal incinerators, from apartment buildings. But the concerted attack on these evident sources of pollution did not purify the air, particularly in big cities like Los Angeles and New York. Finally, scientists discovered that the millions of cars and trucks on America's highways were releasing millions of tons of various chemicals into the air. In 1966, for instance, according to the U.S. Department of Health, Education and Welfare, the total air pollution was 142 million tons. Of that, an estimated 86 million tons came from automobiles and other vehicles, in the form of carbon monoxide, nitrogen oxides, and gaseous hydrocarbons.

Naturally enough, Congress, state legislatures, public health

officials and others concerned about the problem have directed their chief efforts at solving this pollution at its sources: the gasoline tank, the motor, and the exhaust pipe of the standard car.

But this concern has also made it respectable to talk and dream about the advantages of the battery-powered vehicle.

This talk has become so respectable, in fact, that even Detroit's big automakers have shown some interest in developing electric cars of their own. Realistically, however, it seems likely to be many years before Ford or General Motors or Chrysler will begin to manufacture their version of an electric car for mass consumption. These companies have all their chips—and they are profitable chips—on the gasoline engine. They insist, that, given a "reasonable" amount of time, they can reduce the contaminants from their engines to "acceptable" levels.

Further, the automakers contend that no one really knows whether the American public—conditioned to the present combusion engine and all the hoopla that surrounds it—would buy the electric car on a grand scale.

Meanwhile, a handful of battery makers and independent manufacturers has been striving to make the electric car a practical reality. One of them is Robert R. Aronson, president of Electric Fuel Propulsion Inc. of Ferndale, Mich.

Aronson claims that his firm, using a 30-kilowatt lead-cobalt battery, has powered a modified Renault (originally designed, of course, for a gasoline engine) at speeds of up to 70 miles an hour with a range of between 70 and 120 miles between rechargings. He says he plans to put battery-powered Renaults on the market as E.F.P. "Mars II's" through dealerships in 10 major cities. The price, around $5,500, will come down as the "Mars II" goes into mass production.

The nation's two largest manufacturers of electrical appliances and equipment, Westinghouse and General Electric, have both brought forth electric cars, but neither has announced plans for large-scale production.

GE, in introducing an "experimental" vehicle with a top speed of 55 miles an hour and a range of 100 to 120 miles, emphasized that it had "no plans for manufacturing or marketing electric automobiles."

Westinghouse has manufactured for sale a few of its vehicles, called the "Marketeer I." It has a top speed of 25 miles an hour and a range of 50 miles. The price is about $2,500. Recently, however, the company announced it was suspending production of the vehicle until the Federal government issues safety requirements for all electric cars.

The electric car has a number of champions on Capitol Hill. They have individually or with several co-sponsors introduced a variety of bills to authorize Federal research programs to be undertaken by three major government departments—Transportation; Health, Education and Welfare; and Housing and Urban Development.

Two of the leading advocates are Senators Warren G. Magnuson of Washington and Edmund Muskie of Maine. Both are deeply interested in transportation and pollution problems, both are influential, and neither comes from a state known for producing cars, steel, or oil.

Both have introduced legislation that would have the government probe more deeply into methods of transportation that would pollute the atmosphere less than the internal combusion engine. This legislation has not gotten very far, however, and more than one Capitol Hill observer has suggested that the simple reason is that the automotive industry is the roadblock to such legislation.

A handy model for short trips.

In the opinion of Ralph Nader, the safety crusader, the industry "has such a vested interest in the existing technology of the internal combustion engine that nothing beyond glacier-like movements can be expected of its management."

And columnist James J. Kilpatrick said that "the last thing they (the automobile, petroleum and chemical industries) want to see right now is a federally sponsored program of research and development in the field of electric cars."

Both Magnuson and Muskie have waxed enthusiastic about the potential advantages of the electric car. It would be far more trouble-free than conventional automobiles, for it has, literally, many thousands fewer parts than the internal combustion engine. It would be far quieter. It would start instantly. It would be less susceptible to fire, for it has no tank containing highly flammable gasoline. It would have a low operating cost, about one-half that of a conventional automobile. It could be newly designed to incorporate safety features that Detroit's automakers have been reluctant to include in their models. It would, if produced in volume, probably have a lower retail cost than conventional cars. And, of course, it would not pollute the atmosphere.

It is debatable, however, whether Federal or any other kind of legislation can solve the chief technical problem that still stands in the way of a really successful electric car. This is the problem of inventing a relatively cheap battery that will weigh far less and produce much more power than any so far achieved. Many companies are working on this problem right now, and there may be a pot of gold for the one that wins. A recent Gallup Poll estimated that some 36 million Americans would at least be interested in considering buying a practical electric car.

So although it seems visionary now, when there are only a few dozen electric-powered vehicles on the roads, the time may still come when you will put a quarter in a parking meter and plug in your own car to get a charge for the trip back home.

—*Phil Sawicki*

A STEP INTO THE FUTURE

The Carolina Homemaker
Edited by Betty McBride

It's late afternoon, summertime, I have just received the latest unexpected "we would like to drop by," telephone call from out-of-towners—my sister and her five children. I want a good old-fashioned family meal to welcome them. I take a frozen 8 lb. turkey and frozen apple pie from the freezer. In one hour my turkey and pie are golden brown.

The year 2000? No, June 1968. Daydreaming, perhaps, but daydreaming a reality, I have just watched a home economist demonstrate the new electronic oven ready for the public in North Carolina in August 1968. This swift from-freezer-to-table cooking in one-third normal time is possible *now*. A group of us has been watching, tasting and testing the results of the newest concept in cooking food prepared in minutes cooked by microwaves in an electronic oven.

The home economist took a hard frozen standing rib roast out of the freezer and put the meat in the oven of the range like the one in the photograph. In 10 minutes the roast was a beautiful golden brown, rare in the center with a pan of drippings. She baked a raw apple in 5 minutes. A cake was cooked in 20 minutes. A package of frozen fruit was thawed in 2 minutes.

The arrival of electronic cooking offers the homemaker new freedom and possibilities in menu planning for her family.

The electronic range turns out to be a natural companion to a well-stocked freezer. The electronic oven speed thaws frozen foods. A five pound roast will thaw in 10 minutes, a package of frozen fruits will thaw in 2 minutes and a commercially frozen entree, such as turkey tetrazzini will thaw and cook in 7 to 10 minutes.

The electronic oven changes the life of the homemaker and her family. Speed cooking creates more enthusiasm for cooking. If a homemaker can bake a butter cake in 20 minutes, she does not feel when she begins to cook that she will be tied to the kitchen all afternoon. Whatever she fixes will be ready in minutes, not hours. It is possible to satisfy a whim for a special dish that would take hours on an ordinary range.

Previously introduced on the West Coast, the electronic range is especially popular in families when two people work. No longer is it necessary to serve slap dash meals. For example, a oven meal for six people, composed of meat loaf, frozen corn, baked potatoes, and apple pie takes 30 minutes to cook all together. It is so easy to have complete, well-balanced meals for a family in minutes with an electronic range.

Cooking in the New Electronic Oven

Cooking in a microwave oven is different from conventional cooking because of its amazing speed, and because microwave energy does not brown foods. Browning, especially of roasted and baked foods, adds to flavor and aroma and it gives an appetizing appearance—so the new oven is designed to cook electronically while browning with conventional oven units.

Cooking results are better. Color, aroma, flavor and eating quality are superior to the same foods cooked the longer, conventional way. Shrinkage of food, especially meat, is no greater than in conventional cooking. Foods still produce juices for sauces and gravies. Nutritional value is improved. But the greatest gain is speed. With electronic cooking, instant meal planning from freezer to oven is as practical as instant coffee.

An explanation of the two cooking methods points up the benefits of combining them. In conventional cooking, the oven heaters (bake and broil units) heat the air surrounding the food in the oven. In turn, this warmed air transmits heat to the food surface (heating a body surface by first heating the air around is called convection). Then the heated surface transmits the heat inside of the food (heating a body through contact with a surface of high temperature is called conduction).

Electronic cooking is accomplished with radiant (microwave) energy which heats the food, not the air between it and the energy source. Microwave energy penetrates the food and causes the molecules to vibrate against each other, producing friction and creating heat. Heat originating inside the food makes possible faster cooking than the conventional method. It also explains the absence of browning. But the new electronic oven design utilizes the best of both methods of cooking. If browning is desired, the controls for conventional heating units may be turned on right along with the electronic controls. Foods can be browned well yet cooked quickly.

The speed of the oven is accomplished by a magnetron tube located below the lower oven (where a drawer is normally placed). This tube converts electricity into microwave energy. The energy is brought up the back of the range and enters the oven at the top. An antenna in the top of the oven transmits the microwaves. The microwaves bounce off the sides, back, door and oven racks to distribute throughout the oven. Since the oven is sealed when the door is latched, every bit of energy is used by the foods, not a bit can escape from the oven.

Microwave energy is transmitted through glass and paper, reflected by metal and absorbed by foods and liquids. Oven-proof glass utensils must be used in an electronic oven. Paper plates and cups can be used in the oven when electronic energy, no browning, is used. Although the food on a paper plate will warm or cook, the paper plate will not absorb the microwave energy. Metal utensils cannot be used in an electronic oven because metal reflects microwave energy and prevents food from cooking.

The electronic oven is part of a complete cooking center with all the latest conveniences. The range features electric self-cleaning of ovens and reflector pans. The stove has an upper oven where baking, roasting, and broiling can be done in the conventional way. On the recessed counter-level top there are four complete surface cooking units. The lower oven cooks electronically.

The lower electronic oven is also equipped to cook with conventional heat because some foods cook so well this way. For example, sliced or drop cookies cook conventionally in about the same time as electronically. Toast requires the dry heat of the conventional oven to brown. Steaks are best broiled conventionally for a rare center. These are quick foods in which time is not a problem. A cookbook for the electronic oven accompanies the range. Recipes varying from meat loaf to duckling a la Montmorency are provided for preparation in the electronic oven.

The electronic range can be plugged into an outlet just like the ones for the other 236-volt ranges. The dimensions of the stove are the same as a conventional model. There is no increase in cost of operation. The electronic cooking uses more instantaneous power than conventional cooking but it cooks so much faster the total cost of operation is the same.

COOKING SPEED COMPARISONS

FOOD	ELECTRONIC TIME	CONVENTIONAL TIME
5 lb. Rolled Roast Rib of Beef (rore)	21 - 26 minutes	2½ - 3¼ hours
8 lb. Turkey (hard frozen)	1 - 1¼ hours	2¾ - 4 hours (after 7 hrs. of thowing)
Meat Loaf	15 - 20 minutes	1 - 1½ hours
Cheese Souffle	20 - 21 minutes	1¾ hours
Boked Pototo	5 - 7 minutes	¾ - 1 hour
Cosseroles (different types)	6 - 20 minutes	½ - 1 hour
Coffee Coke (Mix or Recipe)	9 - 12 minutes	½ - 1¼ hours
Frozen Fruit (thawing)	1 - 2 minutes	20 - 60 minutes
Apple Pie (2-crust)	24 - 26 minutes	¾ - 1 hour
6 lb. Leg of Lomb (well)	39 - 43 minutes	3 - 3½ hours
Loaf Yeost Bread	9 - 10 minutes	45 - 60 minutes
Gingerbread (Mix or Recipe)	5 - 9 minutes	45 - 50 minutes

The Menagerie

A sparrow rescued
When fallen from its nest
Now lives in a canary's cage.
A frightened white mouse
Hides in its box on the back porch.
A brown dog whose parents
Were a dachshund and a pekingese
Sleeps on the porch steps.
They are the reminders of a boy
Who in 12 years has filled a house
With reminders, hopes and wants.
And now, in his absence on a holiday,
I survey his menagerie and his cluttered room
And sort parts of broken radios
From an arsenal of toy guns
And find among the countless things
A boy of 12 keeps in disarray
The pattern that will become a man's.
And I wonder when the pattern is filled
If he still will have room in it
For the rescue of a sparrow
And the care of a frightened mouse
And the love of a mongrel dog.
And if he does, then his life, and mine,
Will be the richer for compassion.

—Jim Chaney

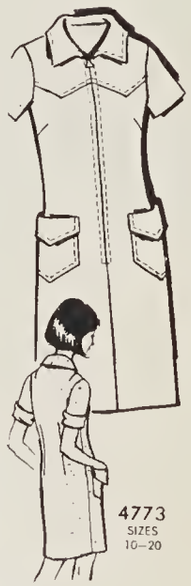
Community Colleges

I enjoyed reading the articles about Community Colleges, plus the editorial, "Your Chance for College," I think that you covered the subject of opportunities well. We are attempting, however, to get our young people to select our schools for the unique training opportunities available in them, rather than as second choices to the senior institutions. We feel that progress is being made in this area of acceptance . . .

But adult education programs are, by headcount, the largest of the programs offered. Adult education is here to stay and our System of Community Colleges is making it possible for many adults to enjoy its benefits.

Charles M. Barrett
Dept. of Community Colleges

Fashion FAVORITES



Pattern No. 4992 is cut in sizes 10, 12, 14, 16 and 18.
Pattern No. 4773 is cut in sizes 10, 12, 14, 16, 18 and 20.
Pattern No. 4742 is cut in sizes 10, 12, 14, 16, 18 and 20.
Pattern No. 4786 is cut in sizes 12½, 14½, 16½, 18½, 20½ and 22½.
Pattern No. 4907 is cut in sizes 6, 8, 10, 12 and 14.

Send 50 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first class mail, add 15 cents for each pattern.

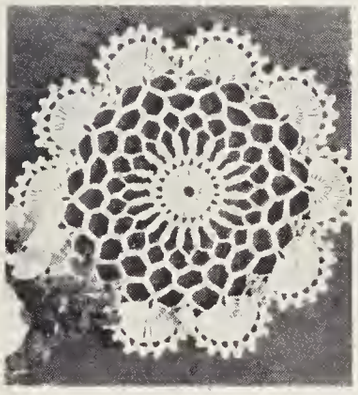
Free Patterns

BEDSPREAD

"Rose Bower" bedspread for a traditional room. Make a single or double sized bedspread.

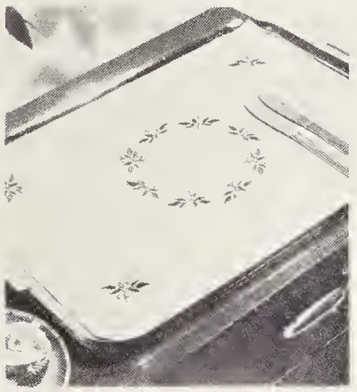
TABLECLOTH

From brunch to tea, an exquisite tablecloth to own. The finished cloth will measure 56" sq.



LACE DOILY

Ornamental lace doily to rest under vase of fresh flowers or cold pitcher of lemonade.



TRAY CLOTH

A garden of bluebells cover this pretty tray cloth. The embroidery is done on linen piece.

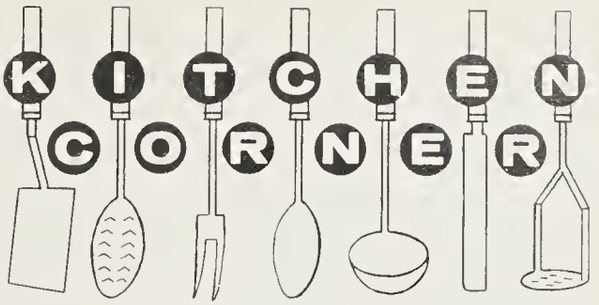
To:
The Corolino Homemoker
P. O. Box 1699
Roleigh, North Corolino

This pottern offer expires
October 15, 1968

Pleose send me the pottern instructions I hove checked below. I om enclosing o long, stomped, self-oddressed envelope beoring o 6-cent stomp. (Two such envelopes ore required for more thon 4 potterns).

☐ Bedspreod ☐ Loce Doily
☐ Toblecloth ☐ Troy Cloth

My Nome is: _____
Address: _____
Comment, if Any: _____
_____
The Nome of My Electric Co-op is: _____



Jello Pound Cake

Here is a light, fruit-flavored cake for summer eating. This easy but delicious cake is made with a box cake mix and a package of jello for a minimum of work when the weather is so warm. This recipe came from Mrs. Bobby Price of Nebo, N.C., our winner this month.

Mrs. Price writes that this cake is a favorite in her family. She has four children ranging in age from two to ten. Her family attends the Sunny Grove Baptist Church where she teaches the beginners class. She enjoys sewing, crocheting and gardening. The Price family is served by Burke-McDowell Electric Membership Corporation.

Mrs. Price also suggests that you can vary this cake by using other jello flavors.

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay $2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Mrs. Bobby Price, Route 1, Box 130, Nebo, North Corolino 28761.

JELLO POUND CAKE

1 box oronge jello
1 box white coke mix
2/3 cup Wesson oil
2/3 cup woter
3 eggs

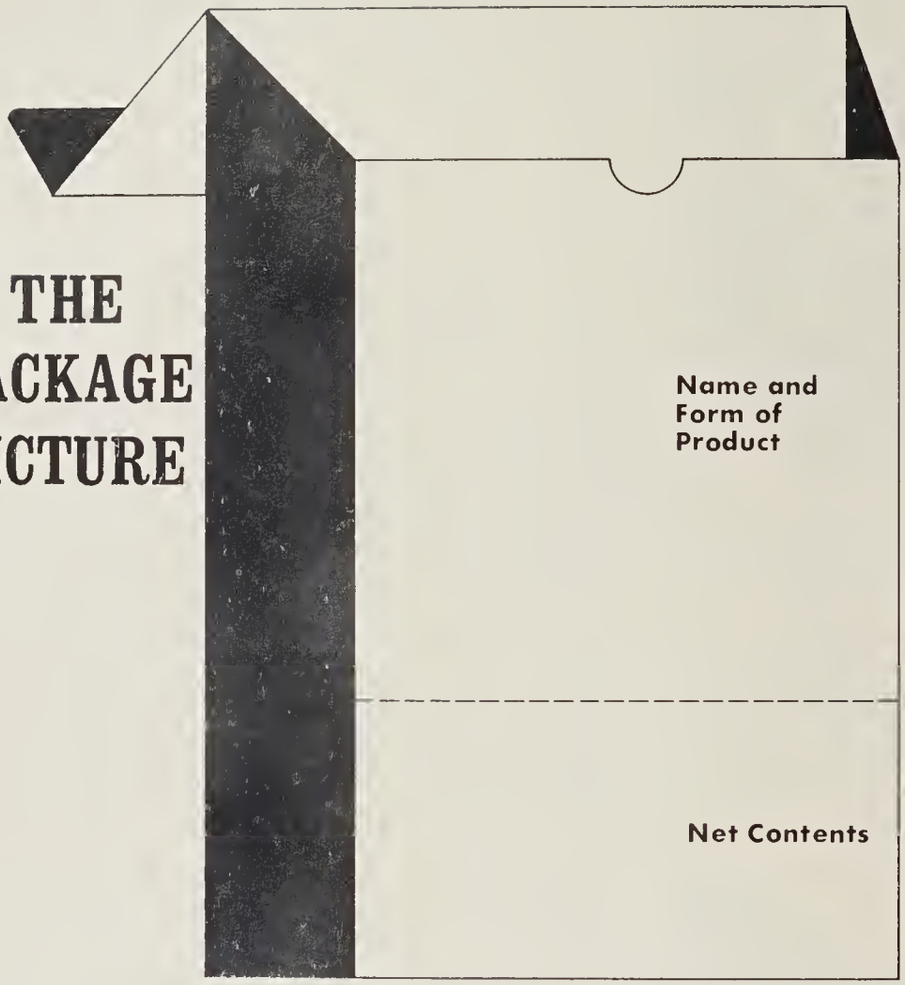
Mix oll ingredients, beot ot high speed with electric mixer for 3 minutes. Boke in lorge tube pon ot 350° for 1 hour. Let cool. Frost with:

CAKE ICING

1/2 box powered sugor
2 toblespoons oronge juice
butter

Add enough soft butter to moke mixture spreod. Frost coke.

THE PACKAGE PICTURE



New labels—easier to read and more descriptive of contents—became mandatory in July for all food packages. The change should make food buying easier for you, but there are still many areas of consumer concern and if other improvements are to come, the buying public is going to have to unify its strength in organizations like the North Carolina Consumers Council.

No longer will shoppers like you have to mull over the meaning of "jumbo" size. No longer will you have to search diligently for package weights and product ingredients.

Under a change that became effective in July, every food package on grocery shelves throughout the nation now must have a label meeting the requirements of the Fair Packaging and Labeling Act of 1966. Labels on meats, poultry, tobacco, alcoholic beverages and some other products were already regulated by law and thus didn't have to be changed.

If you are an astute shopper, you already have spotted the new labels in the grocery stores. But in case you haven't noticed, here's what has happened.

The net contents of the package now have to be listed on the principal display panel, which is the part the shopper usually sees when the product is on the grocery shelf. The net contents have to be shown as follows:

- In terms of total ounces, followed by a separate statement showing pounds and ounces.
- In bold face type in a color that is in distinct contrast to the rest of the label.
- In a type size that is easy to read. All packages in the same size range must use the same minimum size of type.
- In the lower 30 percent of the display panel.
- Parallel to the base or bottom of the package or container.

The name of the product also now has to go on the front display panel, along with the product's form—whole, diced, sliced and so forth—unless it can be seen through the package or is illustrated on the label.

Ingredients must be listed by common names and in order of their importance on one panel of the package, but not necessarily on the front display panel. If proportion of ingredients is important for comparing value, proportions must be shown.

The name, address and zip code of the manufacturer, packer or distributor must be shown somewhere on the label. If the label meets all regulations except the zip code, it may be used until new labels are made under the law.

The manufacturer does not have to list the number of servings in a package, but if he does, then he must give the size of the servings stated in some common measure such as ounces or cups or tablespoons.

There are some things a manufacturer now *cannot* include on a label, under the Fair Packaging and Labeling Act. He no longer can use exaggerating terms like "full" gallon or "jumbo" pound. And he can't use a "cents off" label unless he is really offering his product in local stores at a price lower than the regular retail price.

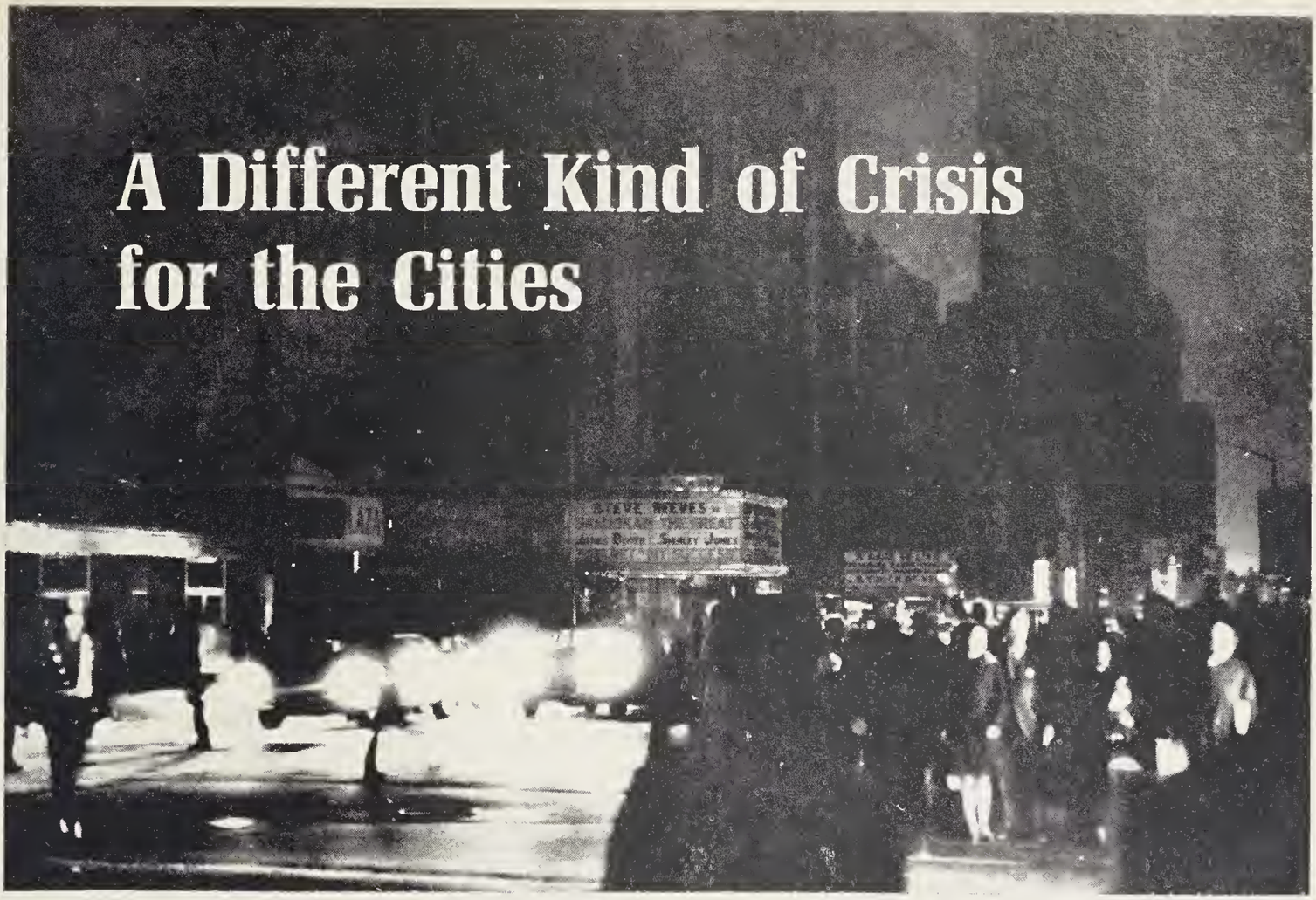
The packaging law also protects the consumer against half empty containers, unless the extra air space or packing space or materials are essential to protect the product or are required by the packaging machinery.

What does the packaging law mean to the consumers? Basically, it helps them get more precise information about the food products they buy. It also makes it easier for shoppers to compare prices, per ounce, of various products in various package sizes.

But the law does not standardize package sizes nor does it regulate the amount of a manufacturer's product going into a container. It is still up to the shopper to read the not-so-fine print on the package label.

And consumers will still have to make their own mathematical calculations to figure the price per ounce of the same product packed in different size packages—that is, you'll still have to figure whether the product is cheaper per ounce in a 9, 20 or 40 ounce container.

A Different Kind of Crisis for the Cities



America's rural electrics are concerned about the crisis in our cities. It is a crisis that affects us all, whether we live in the over-burdened city or the opportunity-starved rural areas.

As we have noted before, it is a crisis made up of inadequate facilities to meet the demands of a swelling population, created in great part by the migration of people from the countryside to the city. Many electric power systems have failed to keep pace with increasing demands, and this contributes to the urban crisis.

Another electric power blackout is the last thing the people in cities need this summer. But once again many of them will hold their breath as the demand for electricity rises with the temperature.

They fear a repeat of the experience of the past two summers when several cities, and entire regions, felt the sudden paralysis that hits when lights go off, elevators and air conditioners stop, communications are disrupted and normal city functions cease.

This recurring summertime electric power crisis destroys the myth that America has an over-abundance of electricity, readily available whenever and wherever needed.

We need all the electric power that can be generated by *all* suppliers — commercial, public and cooperative — and the kind of high-capacity transmission system that will instantly put the power where it's needed.

Rural electrics have traditionally supported a comprehensive program to assure everyone — in the cities and in the countryside — of an abundant, dependable supply of electricity. We believe one answer lies in the creation of power pools with adequate capacity to prevent the cascading power failure that has now become so familiar.

This summer, dependable electric power may be more important than ever in averting another crisis in our cities.

Everybody benefits

AMERICA'S *Consumer-Owned* RURAL ELECTRIC SYSTEMS

For more information write National Rural Electric Cooperative Association, 2000 Florida Avenue, N.W., Washington, D.C. 20009

"Should Parents Pay Children For Making Good Grades?"

"I don't think that 'pay' is the word that should be used in this case but rather 'reward.' Many young children just starting school don't realize the importance of good grades and the honor that comes with making them. For this reason I think that parents should give their children some small gift that will make them work for high grades. After a student reaches high school, I think that some small extra privilege is appreciated more than money. This lets him know that his parents realize that he is growing up and they are proud of his accomplishments."

Ann Freeman
Box 356
West Jefferson

Ann is 16 years old and will be a junior this fall at Beaver Creek High School. She enjoys reading and taking part in outdoor activities. Her parents, Mr. and Mrs. H.W. Freeman, are served by Blue Ridge Electric Membership Corporation.

* * * * *

"Parents should not pay their children for making good grades. It is dangerous for parents to tell their child, 'If you will make an A on math next time we will pay you $2.' The child may not be capable of making an A. Then it sometimes leads the child to cheat just to make the A to satisfy his parents and to get the $2. What is a good grade anyway? The most important thing is how much you learn, not your grade."

Shirley Cruse
Rt. 1, Box 195
Mt. Pleasant

Shirley is 13 years old and will be a freshman at Mr. Pleasant High School next year. She loves pets and wants to be a veterinarian. Her parents, Mr. and Mrs. Gene C. Cruse, are served by Union Electric Membership Corporation.

"I don't think parents should pay their children for making good grades. Instead, they should instill in their children the importance of a good education. Parents should emphasize the importance of a good school record in finding a good job or getting into college. Children will then want to strive for good grades for their own personal benefit later on. Also the practice of paying children for good grades might cause a child to cheat to obtain the grades required by his parents. It is better for a child to work for good grades on his own than to be paid by his parents."

Howard Tew
Rt. 1
Dunn

Howard is 16 years old and will be a senior at Midway High School. He likes to play football and basketball. His parents, Mr. and Mrs. Clayton Tew, are served by South River Electric Membership Corporation.

* * * * *

"I do not think that parents should pay their children for making good grades. If parents do pay their children for this they will soon develop the wrong attitude about school. Children should be taught to realize that education is a privilege and that it is their duty to make the most of the opportunity. However, children need encouragement from their parents; so if they do a good job, a reward, whether a gift or just a word of praise, would be appreciated by the child."

Cindy Thomas
Rt. 3
Lillington

Cindy is 17 years old and will be a senior at Lillington High School. She is a member of the student council. Her hobbies are horseback riding and sewing. Her parents, Mr. and Mrs. C. T. Thomas, Jr., are served by South River Electric Membership Corporation.

Teen ROUNDTABLE

If you have a good answer, send it to **THE TEEN ROUNDTABLE**, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you $5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a $5 check. Jot yours down and send it to us right away.

NEXT QUESTION

Do you think a part-time job is good for a teenager in school?

This question was submitted by Virginia Anderson, who will be receiving $5 from THE CAROLINA FARMER. Virginia will be a junior at Wilkes Central High School. Her parents, Mr. and Mrs. Ray Anderson, are served by Davie Electric Membership Corporation.

Instant Gardening for Quick Pleasure

Everything's becoming urbanized, instant-ized and homogenized these days, even gardening. But there are still dirt farmers among us who, planting the old way and digging as they always have, take their harvests in pleasure.

In the kitchen it's ready-mix cake and dinners frozen ready to warm and serve. In the yard and garden you can cut corners too.

Flowers you used to have to grow from seed can be had now growing in small containers which you place in the ground and let decay.

Roses can be bought in bloom in cans or other containers which, again, may be set readily into the ground. All you need furnish is the hole.

Fruit trees which used to grow so tall that their fruit was always out of reach now come in dwarf sizes which not only are handier to pick from but look better in the smaller yards of these days.

Varieties of nearly everything you'd want to grow have been improved, tested and processed to resist and withstand wilt, lice, fungi and beatle. And nearly every time you look there's a new variety.

If you want to spray, you can spray by screwing a bottle of some new spray mixture to the end of your garden hose, or by pressing the button on an aerosol bomb. That goes for fertilizing too. Several new sorts of insect and disease controllers are so handily handled, and so are several new sorts of plant foods.

If you want to dust, you have almost as wide a choice. Rose dust, for instance, comes in a tubular cardboard container which both holds and dispenses the dust.

The list of short cuts is as long as read from the old kitchen garden to the suburbanite's dream of a disease-proof rose. You can, with a gimmick, sharpen your power machine blade without removing it. You can spray the lawn in squares with a sprayer that moves on its own. You can trim the shrubs electrically and grow strawberries through plastic so that you don't have to weed.

Everything's been anticipated, every chore has been simplified and all you have to do, if you believe all that's said about these wonders for gardening, is lie in the hammock or on the patio and watch the wonders work.

Fortunately, it's not yet quite that simple.

There still are weeds that have to be pulled and bugs that have to be squashed and roses that seem to want your personal attention and days when you have to water, cut, trim and spray.

There still are birds that get to the berries before you can and steal cherries and peck the plums and bees that seem to think the grapes are growing for them.

There still are rabbits that nibble in the garden and never get caught at it.

There still are elm seedlings that come up through the japonica bushes and honeysuckle vines that appear mysteriously, in the hedges.

And for as long as they do, gardening will continue to grow in satisfaction.

Jim Chaney

Case Against High Interest Rates

All sorts of arguments are used to explain high interest rates. The only one that makes any sense is this: interest rates are high because money-lenders have the economic power to exact high interest rates from borrowers.

There are many arguments against high interest rates.

The higher interest rates go, the harder it is for debtors to pay their debts, the less likely they will be to do so, and the more bankruptcy there will be.

If interest rates go high enough, the debtors find it impossible to get out of debt at all. They have to borrow more just to pay off old debts, and it becomes impossible to produce or earn enough to catch up with the money-lenders' extractions. This is the trap in which most farmers in most parts of the world are caught. Were it not for the Cooperative Farm Credit System, our farmers in the United States would probably be caught in the same way.

A rise in interest rates of only one percent adds $4 per room per month to the charges which even cooperative housing associations must ask their members to pay. On a four-room dwelling that is an extra charge of almost $200 a year. For many families, that means they just cannot afford home ownership.

High interest rates affect all of us as taxpayers. Congressman Wright Patman, life-long battler against high interest, points out that in the current federal budget the item for interest on the government's debt is 14.2 billion dollars. And out of a $1,114 tax bill paid by a married man with two children and $10,000 income, $120 goes for interest on the public debt alone.

Furthermore, Rep. Patman points out, had interest rates remained where they were in 1952 when President Truman went out of office, our payment of interest on the national debt would be less than half what it is now.

No wonder the Board of Directors of the Cooperative League resolved that it was "dismayed and disappointed" at the continually spiraling interest rates and called on the President to take steps to reverse this trend and "to make adequate credit available to low-income groups at rates they can afford."

If it was possible to hold interest rates at half their present levels all through World War II and the years that followed, then it is equally possible to do the same now—given the will and the policy in the Federal Reserve and the government to do so.

Jerry Voorhis

(Mr. Voorhis, retired executive director of the Cooperative League of the USA, spoke earlier this year before the TEMA meeting in Raleigh.)

Piedmont's Earl J.Ross Builds a People's System

RURAL ELECTRIC PROFILE

In the countryside along the roads leading to Piedmont Electric Membership Corporation's headquarters in Hillsborough, Earl Ross can see the changes working.

Historic Hillsborough is changing. The area Piedmont EMC serves is changing. The changes show in the ways of the people. They show in expanding clusters of colored pins and spreading lines on a map on the wall of Ross' office on the second floor of Piedmont's efficient and well-kept modern two-story building. And the changes are presenting new challenges and creating new opportunities.

As the thriving Research Triangle develops, property values are increasing. What was once a predominately agricultural area is becoming urbanized. Business and industry are gaining on farming as the principal providers of income and the farming operations that remain are becoming more efficient and commercial.

Although approximately 75 percent of Piedmont's members only 10 years ago were farmers, the percentage is shrinking. Not more than 50 percent, if that many, would be classed as farmers now. Dairying, livestock, tobacco, poultry and egg production are the leading agricultural enterprises but more and more of the people are earning their livings off the farm in the urban complex which has become known as the Piedmont Crescent.

Many of Piedmont's families work in Durham, Chapel Hill, Carrboro, Burlington, Roxboro and the area's other towns. Many of the cooperative's newer members are suburbanites who moved out from town to live more comfortably in the country, or left cities to escape high property taxes, or—moving in to take jobs in the Research Triangle and in Durham and Chapel Hill—have found or built homes on the co-op's system.

Duke University and the University of North Carolina are within easy driving range, Raleigh is not more than an hour away by car. A number of people associated with the universities live in developments or have homes served by Piedmont.

Earl Ross takes pride in the role Piedmont Electric Membership Corporation has played and is playing in the development of the area. He is very optimistic that Piedmont and its service area will continue to grow together.

In the two years he has been Piedmont's manager, Ross has been a builder. The cooperative has placed emphasis, during his tenure, on system improvements and new construction. It has energized three new substations—at Buckhorn, southwest of Hillsborough; at Eubanks, between Hillsboro and Chapel Hill, and at South Roxboro. It has added to the capacities at two other substations —Piedmont has eight substations and two meter points—and it has added over 50 miles of new distribution and transmission lines.

The total represents considerable activity for one man to oversee in less than 24 months, but Ross is not one to shirk activity or to rest before the objectives are reached.

"We've just got a half-million dollar REA loan for new construction and system improvements," he reported, "and we have a long-range engineering study underway to assure that we will meet all needs for adequate service in the years ahead."

Earl Jerome Ross was born May 19, 1928, in Durham, the son of Mr. and Mrs. Odell Ross. His father, who died in October, 1961, was a Durham merchant, livestock dealer and livestock producer. His mother, the former Elaine Roycroft of Granville County, still lives in Durham, where she and Ross now live together.

Ross, an only child, was graduated from Durham High School in 1946 and from Duke University in 1950. He finished Duke with a degree in business administration and a major in accounting after working his way through the four-year course in a meat market owned by his father.

"I worked every afternoon after class," he recalled, "My father paid my tuition at Duke and paid me $5 a week. I was a day student and lived at home but I had to pay my bus fare out of the $5 a week, as well as buy my lunch."

The $5 was all the cash he got, and he had to use it not only for bus fare and lunch but for any entertainment he could find time for in his busy schedule.

"I owe my father very much," he said, "He made a great sacrifice to help me get my education. I don't want to let him down."

In the early 1950's, Ross served in the Army during the Korean war. When his training in accounting and business came to light, he was pulled out of his infantry unit, assigned to the Judge Advocate General's Corp and stationed in California as an auditor.

Returning home in 1954, he went to work for W.C. Lyon Company Inc., in Durham as office manager.

He entered the rural electrification program in 1964 by taking a job as office manager at Lumbee River EMC in Red Springs. Lumbee River's Manager D.J. Dalton had a great deal to do with his decision to work for a cooperative. Dalton awakened him to the opportunities for service and, Ross said, helped make him aware of the job cooperatives can do for people.

Dalton, said Ross, is "one of the finest men you'll ever find."

Ross' career with Piedmont dates from August, 1966, when he was selected by the directors of the cooperative as manager, succeeding the late F.E. Joyner. It's been the busiest period of Ross' life, and the evidence of what he has done is apparent not only in additions to system and system improvements but in the renovations in the cooperative's headquarters building and the spirit of the cooperative's staff.

Ross is a bachelor. He politely declines to say whether he has or has had any serious ideas about

matrimony but he concedes that bachelors are a rarity among electric co-op managers. He is a Baptist and he was a member of the Rotary Club while at Red Springs. He presently is a member of an Orange County conservation and beautification group, but most of his energy and attention goes into Piedmont's operations.

In a way, Ross might be called a farmer as well as a business executive—he raises hogs on a farm in Durham County. He normally has 200 to 300 hogs there at a time.

Piedmont Electric Membership was chartered in 1938. It operates in portions of Alamance, Caswell, Durham, Granville, Orange and Person Counties.

Its present directors are H.T. Gillis, Rt. 2, Roxboro; H.B. Bailey, Rt. 1, Woodsdale; Clyde T. Satterfield, Rt. 1, Timberlake; Clyde Roberts, Rt. 1, Hillsborough; W.F. Shaw, Rt. 2, Elon College; J.G. Jobe, Rt. 2, Mebane; S.C. Wilson, Rt. 1, Chapel Hill; C.P. Murphy, Rt. 3, Mebane, and Alvin Hawkins, Hurdle Mill.

In the past 10 years, Piedmont's membership has grown from 5,392 to 7,210 members. The average use of electricity during the same 10 years, since 1957, has climbed from 244 kwh a month to 503 kwh. The average cost to members has dropped from 2.5 cents per kwh to 1.9 cents per kwh. And the system has greatly expanded—from 1,377 at the end of 1957 to 1,588 miles at the end of last year.

Sound in its finances, Piedmont has repaid—in interest and principal—$2,608,757 of the $3,852,000 it has borrowed from REA over the years. In the past 10 years, it has increased member equity in total plant investment from 27 percent at the end of 1957 to 39 percent at the end of 1967, and it has retired $439,255 in capital credits through payments to members.

Piedmont's greatest growth in recent years has been in residential service.

"Farmers on the lines are dwindling," Ross explained. "The new members are working people with urban interests. They are settling in our area to escape congestion . . . And they're fine people."

But as the area changes in character, Ross expects industrial development is certain to come.

"We've got a great potential for industry," he said. "We've got some excellent sites and we have good roads." And, he added "there are many nearby markets for industrial products."

"We're in an ideal location in Piedmont," he said.

Aside from his hog farm and golf—which he plays probably better than he admits (he said his scores are "lousy")—Ross concentrates on his job. He is, however, a sports fan—and to use his words "an avid" one. His interest in sports covers the field—baseball, basketball, football and all the sports. "I go to all the games that are playing that I can get to," he laughed.

His principal interest is people—people and his work.

"I enjoy my work," he said. "It's a challenge. It's a fight. You don't get any more out of a job than you put into it."

And working with people, as he sees his job, is what makes an electric membership corporation a success.

You can do more in working with people and do more to benefit people working with a cooperative, he said, than you can in any other enterprise.

"To my way of thinking," he said, "an electric cooperative is a benefit to man." He quoted from the poem: "Let me live by the side of the road, and be a friend to man."

Ross likes the poem, but mostly he likes people.

"In this job," he said, "you've got to like people.

"The new people moving into our area want service and courtesy. Our slogan is the customer is always right. I learned that working in a meat market as a kid. If you go by that, if you try to please the customer, if you let him think he's right, you can work with him.

"The new consumer is looking for adequate and economical service. Piedmont means to see that he gets it. It is my feeling that the best people in the world are our consumers."

Ross' goal in his job is "to build a company that is a credit to the individuals who work for it and also to the individuals who are its consumers—a company that all associated with it can take pride in."

"I've got a desire to do a good job," he said, "I believe in your work do your best and try to work so that you enjoy your work and so that your fellow workers enjoy working with you.

"That I believe in."

And that's why Earl Ross works for the people Piedmont serves.

Earl Ross: In the electric co-op business, the best part of business is people.

HALE!

Growth Problem

A group of Chicagoans were showing the town to a visiting Texan. "What do you think of our stock yards?" they asked.

"Man, we got brandin' corrals in Texas bigger'n this."

"Well, what do you think of the imposing skyscrapers of the Chicago skyline?"

"Why, man, we got cactus bigger than those."

That night they put some snapping turtles in his bed. When he turned down the covers and asked what they were, he was told, "Illinois bedbugs."

He looked at them a moment. "So they are," he agreed. "Young 'uns, ain't they?"

Knows for Certain

A hard-hitting browbeating attorney asked a witness how far he had been from the scene of the accident.

"Exactly 12 yards, 1 foot, and five inches," was the witness's reply.

"How does it occur that you're so sure and so exact?" thundered the attorney.

"Well," drawled the witness, "I figgered some durned fool would ask me, so I went and measured it."

Rolled Roast

Some sort of award for tact and diplomacy ought to go to the husband whose wife was giving a crucial dinner party and, while carrying the beautifully brown 15-lb. roast into the dining room, dropped it. The meat rolled off the platter and slid along the floor until it reached the opposite wall.

The man of the house spoke up calmly: "My dear, just pick it up and carry it back to the kitchen," he said, "and then bring in the other roast."

Real Reason

Husband answering the telephone: "She's not home, Mrs. Smith. Would you like to leave a rumor?"

"Sure—Look hard enough for dirt and you'll find it!"

Just Contempt

A little old lady being examined for jury duty in a small country town was asked if she knew the defense lawyer.

"Yes," she snapped, "he's a crook."

"And the plaintiff's lawyer?"

"Yes, he's a crook too."

With that the judge called both lawyers over for a conference. He whispered, "If you ask her if she knows me, I'll fine you for contempt of court."

Not Dead Yet

An old man was sitting on the porch of a little village store when a big, shiny car drove up with two strangers in it. "Hey, grandpa," one of them called out derisively, "how long has this burg been dead?"

The old man looked at them carefully over the rim of his spectacles before he replied: "Not long, I guess, you're the first buzzards I've seen."

Schooling

The teacher sent a note home with Johnny asking his mother to see that he had a bath. The next day Johnny handed the teacher this note:

"Der Miss Smith. Johnny comes to school to get learnt, not smelt. He ain't no rose."

Funny Feathers

"Found," said the ad in a small paper, "bird or hat, which flew, or blew, into Smith's Service Station. It's sort of round with green and red feathers and quills on it. If you've lost a bird or a hat, maybe we have it. Even if you haven't, drive by and see it. It's worth the trip."

"That concludes the World News, folks, now to Buntley-Hinkley for local news

DO YOU KNOW THEM?

I am writing a short history of the late Daniel and Margaret Short. I would like to know about James Short, who married Martha E. Wallace in 1874 in Cherokee County. Did they have any children? If anyone in Cherokee County has any information about them, I'd appreciate it if they'd write to me.

Mrs. Henry A. Freeman
Rt. 1, Box 169
West End, N. C.

Twilight

As I stand alone on this lonely hill
And shadows around me fall,
I watch the golden sun as it sets
I hear the lonely whippoorwill call.
All nature seems to be giving thanks
To our wonderful God above.
And like the little flowers, I bow my head
To thank Him for His love.

Mrs. Roger Swing
Rt. 8, Box 361
Lexington, N. C.

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427 W. Randolph Street, Chicago, Ill. 60606

AROUND THE HOUSE *by Archie Hathcock*

Don't Trust 'Empty' Presticide Containers

Are they really empty? So-called "empty" pesticide containers, like guns, can't be trusted.

Residues left in pesticide containers can cause contamination and possible poisoning.

Use water to rinse glass or metal containers inside or out. Pressurized cans can be rinsed on the outside, only. Don't puncture or try to open aerosol bombs. Wrap empty glass containers in layers of heavy newspaper: break with hammer, and put the still wrapped glass in the trash can—if trash is disposed of at a sanitary landfill. Do the same with unpressurized metal containers after puncturing them to prevent reuse.

Use the same method—without puncturing—for pressurized cans. Cardboard containers, or sacks, formerly holding pesticides can be burned, provided you stay out of the smoke. Or they can be wrapped like other containers, and placed in the trash that goes to a sanitary landfill.

If you don't have trash pick-up service, then empty containers should be buried at least 18 inches deep in a location where they will not contaminate water supplies. When burying, follow the breaking and puncturing rules.

★ ★ ★ ★ ★

A room divider containing three roomy cabinets behind sliding doors, a four-drawer chest, shelves and a bar cabinet can be built by anyone with common home craftsman tools from a free plan at a materials cost of less than $90.

There's room for a hi-fi phonograph and speakers. The divider also has a built-in desk to serve as a home office or a handy place for correspondence.

It has style, utility and beauty.

For a free plan, write a post card to Handyman, The Carolina Farmer, P.O. Box 1699, Raleigh, North Carolina 27602.

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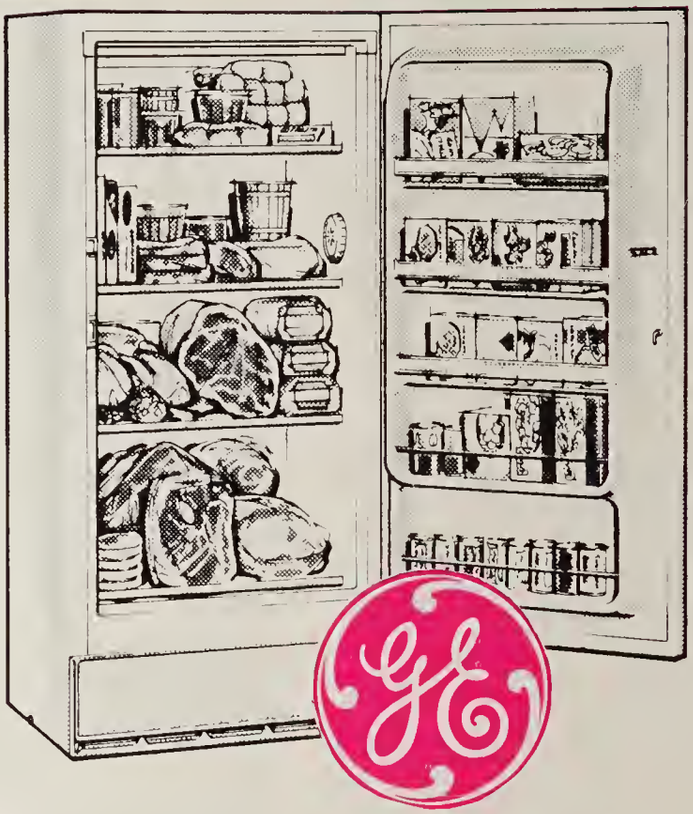

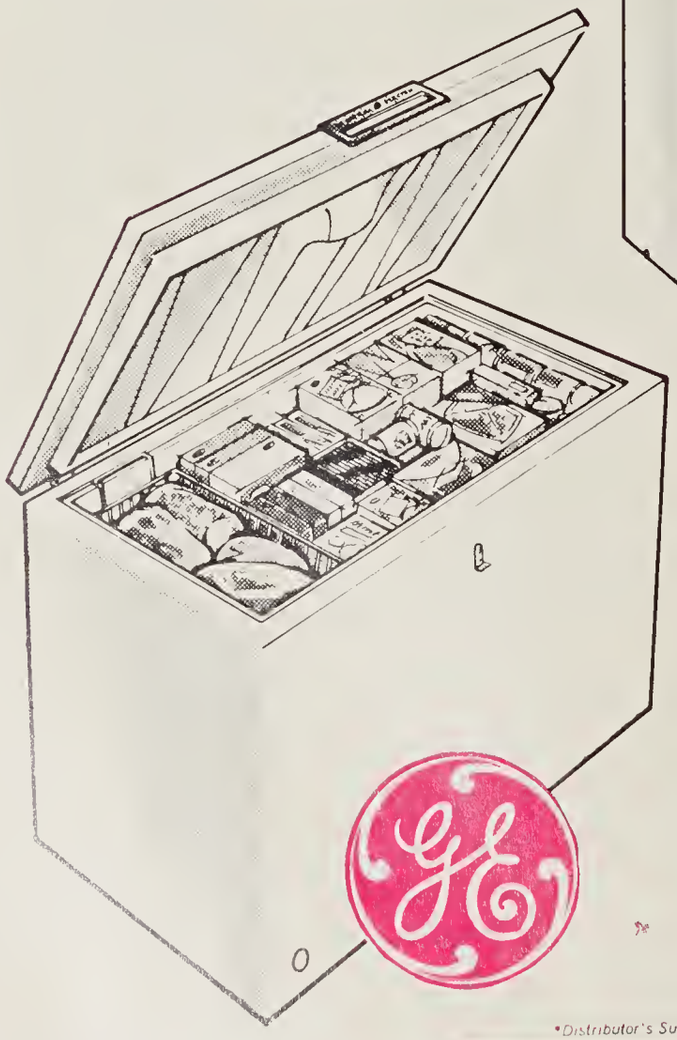

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